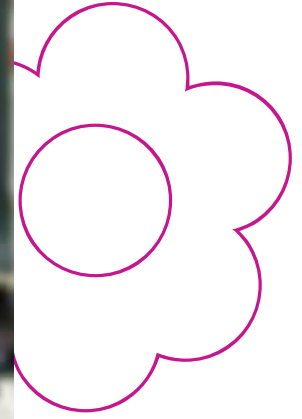


A woman with long brown hair, wearing a purple long-sleeved top and a multi-layered ruffled skirt, is walking away from the camera in a brightly lit clothing store. To her left, there are racks of dark clothing. To her right, there are white display tables with various items. The background is very bright, suggesting a large window or a well-lit interior. The overall atmosphere is clean and modern.

tweet mirror

the hybrid shopping experience

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shopping for a dress

“Hey Charlene, it’s Susan! How are you?”

“Hi Sue! I’m fine, listen.. I’ve only been shopping for 15 minutes and I’ve already found the perfect dress!! You know, for the party this weekend.”

“Yeah right! You? ‘Miss indecisive’ finds something in 15 minutes without calling me! Let me guess. George Clooney was helping you?”

“No Sue, they have some sort of intelligent mirror that helps me compare the clothes I try on. This overview makes it so much easier to choose. Wait, I’ll send you the pictures, then you can see for yourself...”

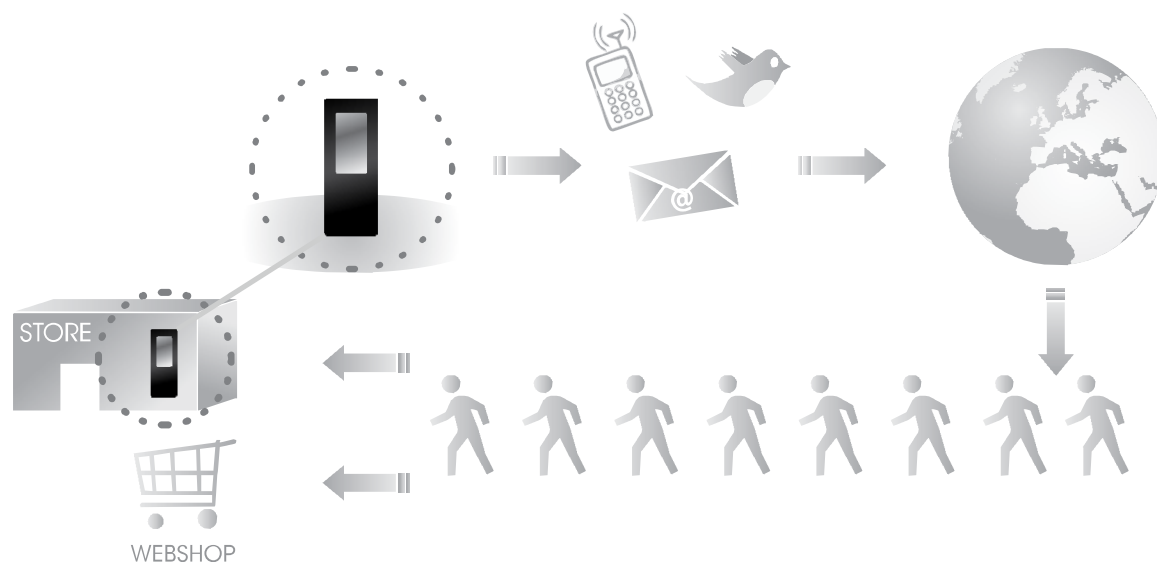
“Wow Char, the blue one is really nice. Like it is made for you... but who took these pictures?”

“Well, it is the mirror, or George Clooney as you said. They call it the tweet mirror..!”

twe

tweet mirror

The tweet mirror brings your customers fun, interaction, and extra service, even outside your store!



Fun & interaction

Taking pictures in your new clothes and compare them on the mirror. It is useful, but more than that, it is fun. It takes shopping to another level. Customers can take their own pictures in different poses, using a large touch screen and send them to friends and family.

Social media

Social media are becoming more important in people's daily life. The tweet mirror enables you to connect your company with these social networks. Customers can send photos by e-mail, MMS or to community sites like Twitter, Hyves and Facebook.

Brand exposure

The tweet mirror is more than a fun tool. It gives you the possibility to reach your customers outside your store. Each photo sent out has your company logo and collection on it, generating brand awareness. You can communicate a personal message, inform about the latest online promotions and new products.

tweet mirror

specifications

Main power	: Basic power grid
Internet connection	: Basic broadband connection (≥ 2 Mbit)
Dimensions (in cm)	: 62 (W) x 16 (D) and 190 (H)
Extra feature	: Upgradable to RFID

fashion

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PARALLELWEG 2D ○ 7141 DC GROENLO ○ THE NETHERLANDS

T +31 (0) 544 47 15 55 ○ F +31 (0) 544 46 58 14

E INFO-RS@NEDAP.COM ○ WWW.NEDAPRETAIL.COM

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